

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ★ Events ★ Business Opportunities

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OFFICE OF THE PRESIDENT & CEO

Premier Eves appointed the Honourable Brian Coburn as Minister of Tourism and Recreation on February 25, 2003. Minister Coburn was the Associate Minister for Rural Affairs prior to his appointment as Tourism and Recreation Minister. He also served as the Mayor of Cumberland from 1989 to 1999. He has been involved in municipal politics for 18 years. For more information visit www.gov.on.ca

In April, OTMPC will take over responsibility for marketing Northern Ontario from the current interim office. We are still working through the transition plan to ensure a smooth transfer of responsibilities. We look forward to promoting the north as a four-season, year-round vacation destination and strengthening tourism in northern communities.

Please note there will be a new section in *Marketing Update* called Partner News. I would like to encourage you to provide new information that you would like shared with the tourism industry to Tom Boyd.

NEW NORTHERN TOURISM MARKETING INITIATIVE

On January 31, 2003, former Tourism and Recreation Minister Frank Klees, and Northern Development and Mines Minister Jim Wilson announced a new marketing model that will integrate northern tourism marketing with the OTMPC. The new model was developed following extensive industry consultation held in late 2002. For the period of April 1, 2003 to March 31, 2004, the government will invest \$5 million in tourism marketing activities and up to \$600,000 in the six Northern Ontario Travel Associations to support their key role in developing grassroots partnerships. The new model will also include the creation of a permanent OTMPC Northern Marketing Committee, with broad representation from the northern tourism industry, creation of a northern office, in Sault Ste. Marie and northern representation on the OTMPC Board of Directors with three positions. For more information visit: www.tourism.gov.on.ca; www.mndm.gov.on.ca

MARKETING OPPORTUNITIES TO REACH POTENTIAL TRAVELLERS

Promote your summer vacation product to more than 175,000 consumers daily in partnership with the OTMPC, as we execute **Union Station Domination** in Toronto throughout May. The OTMPC will literally take over the GO Transit concourse level of Union Station and brand the location with floor graphics, wall posters, banners, and escalator wall panels, showcasing the *More to discover* theme promoting Ontario vaca-

ONTARIO CANADA Tourism Partners

The Ontario Tourism Marketing Partnership Corporation
is an agency of the Government of Ontario.

CONTACT

Bill Kenny
Acting President and CEO
Tel: 416-314-7550
Email:
bill.kenny@mczcr.gov.on.ca

CONTACT

Tom Boyd
Corporate Communications
Tel: 416-212-0757
Email:
tom.boyd@mczcr.gov.on.ca

CONTACT

Narvin Singh
Partnership Coordinator
Tel: 416-325-2761
Email:
narvin.singh@mczcr.gov.on.ca

CONTACT

www.tourismpartners.com

Sales opportunities contact:
Brynda Browning
Direct Sales Assistant
Tel: 1-888-365-4422
416-314-6314
Email:
otmp.sales@mczcr.gov.on.ca

MARKETING OPPORTUNITIES TO REACH POTENTIAL TRAVELLERS

tion opportunities. The OTMPC and its partners will have a presence on-site and will be distributing travel information to the lucrative Toronto area commuters on selected days.

Union Station Domination should be highly successful given the results of the trial campaign in 2002 when a total of 73,385 pieces of collateral were distributed over two days. We also had the greatest number of callers to the 1-800 number (1,200) and the greatest number of user sessions recorded on the OTMPC web site (5,200) in a single day following the promotion.

If you would like to partner with OTMPC, book your space with us early and get your brochures ready as participation is limited. It is recommended that you have approximately 30,000 brochures for distribution.

2003 Spring and Summer Banner renewals and new postings on the web are still available - This is a great opportunity to reach a worldwide audience with an average of 100,000 users per month.

CONTACT

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NEW 2003-2004 MARKETING PLAN NOW AVAILABLE

Outlook, OTMPC's new 2003-2004 marketing plan has just been published. The new plan provides an overview of today's economy and tourism travel trends, highlights of all OTMPC programs, a market overview outlining the major goals and strategic marketing priorities in the Domestic, U.S. and Overseas markets. The document also explains the Product Development strategies and tactics in the outdoor, city, and touring segments. *Outlook* is being distributed to all tourism operators who attended the Partnership Forums in the fall of 2002. It will also be posted on the partners' web site at www.tourismpartners.com in early March. If you would like a copy, please contact Lisa Rennie.

CONTACT

Lisa Rennie
Administrative Assistant
Tel: 416-325-9823
Email:
lisa.rennie@mczcr.gov.on.ca

TMAC ANNUAL GENERAL MEETING

On February 10, 2003, OTMPC sponsored the closing night gala dinner for the Travel Media Association of Canada (TMAC) AGM in Niagara-on-the-Lake. Other partners included Vintage Inns as well as a dozen Niagara wineries. Minister Frank Klees was the keynote speaker, highlighting the new partner web site and its use as a research tool for the travel media. OTMPC attended the TMAC marketplace on February 9, promoting vacation opportunities. More than 240 media and industry attended this three-day event. OTMPC is planning another event with the Ontario chapter of TMAC in June.

CONTACT

Rey Stephen
Media Relations Assistant
Tel: 416-314-7330
Email:
rey.stephen@mczcr.gov.on.ca

EVENT MARKETING - FREE EVENT LISTING WITH OTMPC

Time to start thinking summer. Please make sure that your **summer events** and those in your community are registered with www.ontariotravel.net. Seasonal event listings are completely FREE, and appear on both our consumer site and in our quarterly events guide.

Just a reminder that to access the web listing and the events guide, you must register your organization with our industry web site at www.tourismpartners.com. Once you have registered and received confirmation, you will be able to submit the event listing for your organization. This information will then appear on our consumer site at www.ontariotravel.net.

If you want to have your summer event published in the OTMPC Summer Events Guide, you must submit your information by March 1, 2003. Summer Events includes events between the dates of June 1 and August 31. In summary:

<u>Deadline for Submission</u>	<u>Includes Events During</u>	<u>Event Season</u>
March 01, 2003	June - August	SUMMER
June 01, 2003	September - November	FALL
September 01, 2003	December - February	WINTER

A reminder to DMOs and VCBs that events listings will increase your region's presence on the web site and in the publications.

CONTACT

Nicole Leaper
Publications Coordinator
Tel: 416-314-7378
Email:
nicole.leaper@mczcr.gov.on.ca

Sandra Nunes
Web Content Coordinator
Tel: 416-314-7367
Email:
sandra.nunes@mczcr.gov.on.ca

PARTNER NEWS

The Tourism Committee of the Economic Developers Council of Ontario (EDCO) encourages all Destination Marketing Organizations (DMOs) to attend the upcoming seminar, *Tourism, the Economic Development Approach*, on the importance of tourism as an economic engine, being held on Tuesday, March 25 from 11:30 a.m. - 2:30 p.m. at the Casino Rama Hotel in Orillia during the Annual Tourism Federation of Ontario (TFO) Forum. For more information, please contact Patti Watson EDCO Tourism Committee Chair. For TFO event details visit www.ontarioaccommodation.com

CONTACT

Patti Watson
Director of Tourism,
Durham Region
Tel: 905-723-0023
Email: patti.watson@region.durham.on.ca

FEEDBACK

Please direct feedback about *Marketing Update* to Tom Boyd, Corporate Communications, tel: (416) 212-0757, email: tom.boyd@mczcr.gov.on.ca. If you are currently receiving this information by fax and would prefer e-mail, or if you would like other changes to your contact information, please contact Brynda Browning, Direct Sales Assistant, tel: (416) 314-6314, fax: (416) 314-6976 or email: brynda.browning@mczcr.gov.on.ca

